

living the dream

Annual Report 2005 - 2006



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THE CHARTER OF SBS

The Charter of SBS is contained in section 6 of the *Special Broadcasting Services Act 1991*.

- 6 (1) The principal function of SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
- (2) SBS, in performing its principal function, must:
 - (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
 - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
 - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
 - (d) contribute to the retention and continuing development of language and other cultural skills; and
 - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and
 - (f) make use of Australia's diverse creative resources; and
 - (g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
 - (h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

SBS - Enabling Legislation

SBS was established as an independent statutory authority on 1 January 1978 under the *Broadcasting Act 1942*. The *Special Broadcasting Service Act 1991* (Cwlth) came into effect on 23 December 1991 and established SBS as a corporation. The Minister responsible is the Minister for Communications, Information Technology and the Arts, Senator, the Honourable Helen Coonan.

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OVERVIEW

The Special Broadcasting Service (SBS) is Australia's multicultural and multilingual national public broadcaster.

With television, radio and online services in English and more than 60 other languages, SBS is the world's most comprehensive multicultural and multilingual public broadcaster.

SBS Television broadcasts in more than 60 languages, providing the best of world television and innovative local programs that celebrate Australia's diversity. It is watched by more than 7.5 million Australians each week.

SBS Radio is the world's most linguistically diverse radio network, broadcasting in 68 languages to a potential audience of about three million Australians who speak a language other than English in their homes.

SBS Online extends and enhances SBS Television and Radio programming with original content and comprehensive text, video and audio podcasts and other services, including audio streaming in 68 languages.

The radio network began in 1975 with two small radio stations – 2EA in Sydney and 3EA in Melbourne – broadcasting four hours a day in seven and eight languages respectively. The service began as a three-month experiment in multilingual broadcasting confined to Australia's two largest cities. Today, SBS Radio's 14 transmitters broadcast 24 hours a day, seven days a week, on AM and FM frequencies in Sydney and Melbourne and Australia-wide on a national signal that reaches every other capital city and many regional centres.



SBS Television began in 1980, first in Melbourne and Sydney, and in the following years it was progressively extended throughout the nation. SBS Television's analogue service is delivered via 250 terrestrial transmitters, 341 self-help transmitters and four satellite services. SBS's digital television service, which began in 2001, is delivered via 161 digital transmitters. It includes standard definition and high definition digital services, two SBS digital radio services, the World News Channel and SBS Essential, an electronic program, news and information guide.

About half of all SBS Television programming is in languages other than English and most of these programs are accessible to all Australians through SBS produced English language subtitles. With more than 400 international and local program sources, SBS Television draws upon the largest range of source material of any television network in the world.

SBS Online, which began in 1997, continues to build its content and expand its audience. Incorporating more than 130 individual websites, www.sbs.com.au records about six million page impressions each month. Among its features are audio streaming of SBS Radio programs in more than 60 languages, extensive video and audio podcasts, and two of Australia's most comprehensive and authoritative websites – 'the world game' and 'the world news'.

CHAIRMAN'S LETTER TO THE MINISTER

Senator, the Honourable Helen Coonan
Minister for Communications, Information Technology and the Arts
Parliament House
CANBERRA ACT 2600

Dear Minister,

This has been a year of achievement and change at SBS with record Television and Online audience figures, a raft of new and exciting programs, and a corporate-wide organisational restructure that has brought stronger strategic direction and greater efficiencies.

The restructure under the new Managing Director has seen the strengthening or realignment of six key areas and the appointment of directors to these new divisions: Content, Television and Online; News and Current Affairs; Commercial Affairs; Marketing; Technology and Distribution; and Strategy and Communications. Each division is now more closely focused on cross-divisional and cross-promotional responsibilities and opportunities for television, radio and online.

SBS's share of television audiences rose to a record 6.4% in 2005 and the network's comprehensive live coverage of the FIFA World Cup 2006 was the most successful ever. SBS Radio broadcast an unprecedented 59 World Cup matches in 15 languages, including English, and SBS Online recorded a 30% growth in unique users for the fifth consecutive year.

Gross revenue increased substantially in 2005-06, boosted by the popularity of the 64-game World Cup competition.

SBS Independent commissioned 367 hours of prime time documentaries, drama and entertainment series, including 14.5 hours of Indigenous programs, and the majority were broadcast in the 'Storyline Australia' and 'Inside Australia' streams.

This was also the first full year of operations for the Office of Audience Affairs, responsible for the handling of formal complaints. A review commenced of the *SBS Codes of Practice* and *SBS's Editorial Guidelines* and the publication occurred of *Connecting Diversity: Paradoxes of Multicultural Australia* which examined issues of identity and media usage among young, culturally diverse Australians.

This Report has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997* (CAC) and the *Special Broadcasting Service Act 1991*. In addition, it assesses the Corporation's performance against the goals of the *SBS Corporate Plan*.

This Annual Report details the programming, content and services provided by SBS Television, Radio and Online. It also reports on SBS's relations with Government, the community and other stakeholders, and the way in which SBS manages its human, financial and technical resources as well as its transmission services. There were no relevant judicial decisions and reviews by outside bodies and no ministerial directions under the CAC Act.

I have the pleasure of presenting to you this Annual Report of the Special Broadcasting Service Corporation for the year ended 30 June 2006.

Yours sincerely,



Carla Zampatti
Chairman

Carla Zampatti**Gerald Stone****Shaun Brown****Patricia Azarias****Jillian Broadbent**

BOARD OF DIRECTORS

Carla Zampatti AM – Chairman

Appointed 17 December 1999 for five years and reappointed for a further five years in December 2004. Ms Zampatti is Executive Chairman of the Carla Zampatti Group and holds directorships with the Westfield Group and McDonald's Australia Limited. She is also a Trustee of the Sydney Theatre Company Foundation Trust; a Member of the Development Committee of the Sydney Theatre Company; and a Member of the Board of the Australian Multicultural Foundation.

Gerald Stone – Non-executive Director and Deputy Chairman

Appointed 1 December 2000 for five years and re-appointed for a further five years on 15 December 2005. Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former editor-in-chief of *The Bulletin* magazine and was founding executive producer of *60 Minutes* on the Nine Network. He has also served as a senior current affairs executive with both the Seven Network and the Fox Network in New York. His published works include *War Without Honour*, *Compulsive Viewing*, *Singo*, and *1932*. Born in the USA, Mr Stone migrated to Australia in 1962.

Shaun Brown – Managing Director

Acting Managing Director from August 2005 until 14 February 2006 when he was appointed Managing Director for four years. Mr Brown joined SBS in January 2003 as Head of Television. He began his career in broadcasting with the ABC in Perth in 1970 and later worked as a reporter, presenter and producer with Television New Zealand (TVNZ) on a wide range of news and factual programs. At the BBC (1979-80) he was a current affairs producer and presenter. In 1994, TVNZ appointed him Managing Editor, News and Current Affairs. Mr Brown was made Head of Television One in 1997 and, in 2001, was appointed Head of Television responsible for running both TVNZ channels, a position he held until he joined SBS.

Patricia Azarias – Non-executive Director

Appointed 14 June 2006 for five years. Ms Patricia Azarias is an economist and former Director of the Internal Audit Division of the United Nations, the highest ranking Australian staff member in the UN. Her previous positions include Director, Infrastructure Funding, NSW Department of Transport (2003); Chief Executive, Ministry of Urban Infrastructure Management and Director, Infrastructure Coordination Unit in the NSW Premier's Department (2002-03); and Director, Public Accounts Committee, Parliament of NSW (1991-2001).

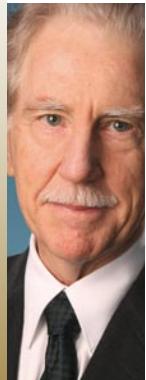
Jillian Broadbent AO – Non-executive Director

Appointed 16 May 2002 for four years and re-appointed for a further five years on 14 June 2006. Ms Broadbent is a member of the Board of the Reserve Bank of Australia and a Director of Woodside Petroleum Ltd and Coca-Cola Amatil Ltd. She is Chairman of the National Institute of Dramatic Art and Vice Chairman of the Art Gallery of NSW Foundation. Ms Broadbent has extensive experience in the banking and finance industry and a long-term involvement with the arts.

Peter Carroll – Non-executive Director

First appointed 20 December 1996 for three years and twice re-appointed in December 1999 and December 2002 for successive three year terms, and re-appointed for a further two years in December 2005. Mr Carroll is a graduate of Sydney and NSW universities and of the Central School of Speech and Drama in London. He has an Honorary Doctorate of Creative Arts from the University of Wollongong. He was Head of Voice and Speech at the National Institute of Dramatic Art from 1970-73 and then began an extensive performing career as a company member of Sydney's Nimrod Theatre. He has worked in film and television and with all State and commercial theatre managements. Peter has been a member of Actors' Equity and the MEAA for 35 years.

Peter Carroll



Bob Cronin



Ted Gregory



Christopher Pearson



Bob Cronin – Non-executive Director

Appointed 16 May 2002 for four years and re-appointed for a further four years on 14 June 2006. Mr Cronin is a Perth-based media consultant. He was editor-in-chief of West Australian Newspapers (1987-1996), editor of *The Sun* in Melbourne (1985-86), deputy editor of *The Courier-Mail* in Brisbane (1984) and editor of the *Border Mail* in Albury (1974-1982). He was a member of the Australian Press Council from 1987-96 and a founding director of Information Radio in Perth in 1991. He is a former Chairman of Oz Concert Inc and a former member of the council of Celebrate WA. In 1998 he was awarded the Ethnic Communities Council award for outstanding contribution to multiculturalism in Western Australia

Ted Gregory – Non-executive Director

Appointed 15 April 1999 for four years and re-appointed for a further five years in April 2003. Mr Gregory has extensive experience in the film, television, radio and home entertainment industries. He provides consultancy services to the DVD manufacturing, digital post production and new media industries. He is a member of the Curriculum Advisory Board of the Film and Television School of the Victorian College of the Arts, and a member of the Advisory Board of Omnilab Media Group, which is involved in film, TV program and digital media production, post production and distribution. In 2005, Mr Gregory was awarded Life Membership of the Screen Producers' Association of Australia in recognition of his service and contribution to the Australian film and television industries.

Christopher Pearson – Non-executive Director

Appointed 21 October 2003 for four years, Mr Pearson was founding editor of the *Adelaide Review* and the *Sydney Review*. He was also the first publisher of the privatised Wakefield Press, when it was sold by the South Australian Government following the Sesqui-Centenary of Settlement. Mr Pearson also worked as an ABC Radio broadcaster and as a weekly columnist in the national press since 1994. He served for two terms as a Director of the Australia Council and is currently serving a third term as a Director of the National Museum of Australia.

Retired Board Members

Nigel Milan: On 13 February 2006 Mr Milan's term as Managing Director expired and he retired from the Board. He was appointed on 2 February 1998 for five years. He was re-appointed for a further two years in February 2003 and in March 2004 his term was extended for a further year until February 2006. Mr Milan was formerly Chief Executive of Australian Radio Network Ltd, Chief Executive of Radio New Zealand, Chief Executive of the Nine Network's Radio Division and Deputy General Manager of the Macquarie Network. He is Chairman of The Fred Hollows Foundation and a Director of the Australian Chamber Orchestra.

Joseph Elu: On 30 May 2006 Mr Elu retired as a Non-executive Director after serving five years on the Board. Mr Elu is Chairman of Indigenous Business Australia (formerly CDC), a position he has held since December 1996. He is also Chairman of Seisia Council in Cape York; a member of the Torres Strait Regional Authority; Co-Chairman of the Indigenous Community Volunteers Foundation; and a member of the National Indigenous Council.

Board Dates and Attendances

The SBS Board met nine times during the year, including one extraordinary meeting: 5 August 2005, 30 September 2005, 9 November 2005, 16 December 2005, 10 February 2006, 17 March 2006, 27 April 2006, 31 May 2006 and 9 June 2006. Carla Zampatti, Gerald Stone, Bob Cronin and Peter Carroll attended all nine meetings. Ted Gregory, Jillian Broadbent, Christopher Pearson and Shaun Brown attended eight meetings. Joseph Elu attended five meetings, having retired in February 2006. Nigel Milan attended one meeting, in August, after which he went on leave until his term of appointment as Managing Director expired in February 2006.



SBS DIVISIONAL STRUCTURE 2005-06

